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U.S. DEPT. OF AGRICULTURE

USDA Inside USDA Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington D.C.
20250

Vol. 2

No. 37

July 25, 1980

IN THIS ISSUE

Focusing on agriculture's energy conservation and needs...reminders of the past...some comments from here and there...and a few job offers. Keep reading, for there might even be more.

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THE LATEST HOT TOPIC

This week, in activities at the White House, energy conservation goals were set that included agricultural participation. Farmers, for instance, are being asked to intensify their past efforts and save an additional 5% in energy use through proven conservation practices. That's expected to save 10 million barrels of oil and result in an increase in net farm income by \$425 million.

Various ag organizations also are being asked to assume leadership for energy conservation through expanded activities so 25% of individual organization members will be actively involved; work with memberships to achieve at least a 5% reduction in individual energy use per unit of output when compared to last year.

There will be farm energy audits, field days and tours or conferences to encourage adoption of alternative energy techniques, 4-H and FFA energy projects and much material that can be distributed to farmers and other rural Americans.

So you'll be seeing more and more in the coming months...including an ag energy efficiency awards program, several new loan programs and assistance activities through USDA's agencies.

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SHRDLU DID IT

Some folks around the News Center were amused the other day at a column carried in the "Washington Post"...written by a reporter named Bill Gold, who may syndicate his column, we don't know. Anyhow, he began his column by explaining the "paper strings" that sometimes come with the morning paper...said actually they are remnants of the cutters on high-speed presses that trim paper. Previously he'd told someone they were put there by Etaoin Shrdlu.

Then he went on to explain that there is no such person as Etaoin Shrdlu. You oldtimers out there will already know why.

Starting at the top, ETAOIN is the left-hand series of letters on a Linotype keyboard. SHRDLU is the right-hand series. In the old days, when an operator made a mistake in keyboarding

copy and wanted to fill out a bad line to be thrown away, the operator would run a finger down each of the two rows of keys at the extreme left side of the keyboard. Whether ETAOIN was hit first or SHRDLU was first probably was pure chance or indicated the operator was left- or right-handed.

Sometimes operators forgot to throw away their bad lines, so shrldlu etaooin lines got into the newspaper. Over the years, those combinations became synonyms for all sorts of gremlins that afflicted the printing trade.

Now you know why an official history of the National Press Club and the National Press Building in D.C. is titled "Shrldlu."

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WAY BACK WHEN...

While we're on the subject of long ago, Frank Jeter, Jr., SCS inf officer in North Carolina, sent "Inside..." a copy of an article which he says "gives abundant evidence that I've been trying to take pictures for exactly 50 years."

The article, in "The State" (a magazine published in Raleigh), was written by Frank. In it he tells how he got his first camera. It was a box camera, free of charge, complete with a roll of film...which he got as a present on his 12th birthday. Eastman was also celebrating its 50th year and decided to renew its original practice of giving away a camera with film...just for the anniversary.

Frank says the results hooked him on photography so much that he's still shooting...though he didn't say, we figure he has a different camera now.

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COPIES EVERYWHERE

When Rick Farley of Technical Information Systems (TIS or the old National Ag Library) saw our note a few weeks ago about reprints of Yearbook articles, he suggested that we ought to add to our statistics the millions of copies that are made directly from the copies of Yearbooks in libraries, worldwide. In fact, he says, "I was pleased to see Yearbooks up front in the reference collections when I was in Japan...."

All this reminds your "Inside..." editor of a visit by a foreign national some years ago. Proudly, he offered a copy of his country's yearbook, saying "You Americans liked our book so much you copied our format and design entirely." He was right... his book was an exact duplicate of USDA's 1959 Yearbook, "Food." The printing date on "his" book, however, was 1960.

That prompts us to mention that the latest sales of "What's to Eat...?" the 1979 Yearbook, reached 26,244 copies during the first 5 months of its sale by the Superintendent of Documents. That 5-month sales figure has been exceeded only once, by the 1967 Yearbook, "Outdoors USA."

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A NEW CATALOG

Many field offices--state and national--soon will be receiving copies of "People Power...What Communities are Doing to

Counter Inflation." The book, a massive collection of ideas and various agency program activities, comes from the U.S. Office of Consumer Affairs--with a big assist from USDA's own Office of Consumer Affairs.

Writers and editors especially should find the book valuable. Among USDA interests mentioned are programs to raise food, buying food, food stamp and school lunch programs, ways of feeding the elderly, housing tips, energy saving methods, and so on and on.

If you didn't get a copy, contact Gibby Edwards, Office of Consumer Affairs, Room 432-W, USDA, Washington 20250--or call her at (202) 447-3961. She says there are a limited number of the books left.

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WERE YOU THERE?

July has been the month for meetings...one could have spent almost the entire month attending professional society sessions. ACE met in Berkeley last week...ARC (Agricultural Relations Council) and AAEA (American Agricultural Editors Association) met in French Lick, Indiana, this week...NAFB (National Assoc. of Farm Broadcasters) met in Cedar Rapids, Iowa, July 20-23. And next week, SAIOSDA (Southern Ag Inf Officers of the State Depts. of Ag.) meet at Harpers Ferry, W. Va.

We were intrigued by the heading of one ARC session (there were only four)..."What's the Word Down on the Farm," led by Layne Palmer of Farm Journal, Charlie Scruggs of Progressive Farmer and Ray Wilkinson of the Tobacco Radio Network. Their ideas were followed by what was called a "So What Discussion."

Larry Quinn, GPA, who attended the ACE meeting last week, reports that he thought the video sessions there were the best he's ever run into...but of course, he's biased since that's his line of work!

We hear that Earl Clayton, ASCS, and Bill Pemble, SEA, attended the NAFB meeting...will try to get some reports from them soon for you.

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DOWN WITH THE HEAT!

Well, since many of you probably would rather forget the heat wave that seems to be spreading to much of the country--along with a drouth (which we prefer to spell that way instead of drought)--we won't mention it any further.

Instead, we will extend the saga of the Med Fly outbreak. Now 30 flies have been found in San Jose. Larvae, and lots of them, have been found on three properties...apricot trees around Santa Clara College have all been loaded with larvae. Such a number of flies indicate that the population has been there as much as three generations already. Sterile flies are being moved in on a regular basis, and quarantine lines have been drawn. There are expectations for the infestation to pick up around Los Angeles.

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JOB, PART-TIME,
AT APHIS

On the job front, the Animal and Plant Health Inspection Service is looking for a part-time visual inf specialist, GS-7/9/11.

Person hired will help plan and coordinate photo and AV materials needed by the deputy administrator and other plant protection and quarantine offices...write picture story texts and captions and work on scripts for multi-media presentations.

Applications must be received by Aug. 12...send to Loretta Germann, Personnel Operations Support Office, USDA-APHIS, Human Resources Division, 209-A, Federal Bldg., 6505 Belcrest Rd., Hyattsville, Md. 20782 or call (301) 436-6454.

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THEN THERE'S
PENN STATE

Glen Goss, Pennsylvania State U., writes that he's looking for a radio-television producer-director to coordinate radio services, including news, spot announcements, PSAs on tape, direct line and written materials for direct use by stations and through county extension folks.

A bachelor's degree in broadcasting, journalism, speech, mass communication or similar disciplines is required, plus 1-2 years experience in radio and/or TV.

Apply with resume and salary requirements by Aug. 20 to Glen-- 401 Ag. Admin. Bldg., University Park 16802. His phone is (814) 865-5486.

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AND OKLA STATE

Charlie Voyles, Oklahoma State U., says he's looking for an asst. prof. and asst. editor. The job requires a combination of teaching and writing skills...involves teaching courses in ag comm., serving as advisor to students, writing news and feature stories and taking pix for state, regional and national newspapers and farm and trade pubs.

The job also requires a master's degree...plus practical experience in news and feature writing.

If interested, apply before Aug. 15 to Charlie, 102 Public Inf. Bldg., Stillwater 74078 or call him at (405) 624-6886.